

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



a 51  
USS

ST

# **Inside Information**

United States Department  
of Agriculture

Office of Information

Washington, D.C. 20250

VOLUME 10, NUMBER 7

July 1988

## **INSIDE THIS "INSIDE"**

Page

Electronics used at USDA ag products quality, competitiveness conference.....	2
Public perceptions must be taken into account in marketing of ag products.....	3
Social values and issues are changing, have implications for public affairs...	4
Current trends in electronic mail to be discussed at annual conference.....	4
Satellite TV viewers may tune to weekly agricultural drought updates.....	5
More than 650 ag communicators are meeting at Washington, DC, Congress.....	5
National Ag Statistics Service celebrates 125 years of helping agriculture....	6
CD-ROM electronic format for publications arrives at Census Bureau.....	6
2nd annual user-oriented CD-ROM conference to be held in September.....	7
USDA agency develops audiovisual guide in pesticide transportation.....	7
Exhibits specialist openings in USDA's Office of Information Design Division..	8
USDA's APHIS international programs needs public affairs specialist.....	8
ACE presents its most prestigious awards for 1988 at national conference.....	9
Calendar of upcoming communication events and training opportunities.....	10

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.



## USDA-INDUSTRY AG PRODUCT QUALITY &amp; COMPETITIVENESS CONFERENCE USED ELECTRONICS

Issues which agricultural leaders discussed at St. Louis, MO, June 30 and July 1 and decisions they made may affect agricultural quality and competitiveness for years to come. But USDA Office of Information public affairs specialists helping with the conference also made a mark; they made extensive use of computers which most likely creates a model for similar future events.

The conference, called by U.S. Secretary of Agriculture Richard Lyng, was an historic event in which more than 400 Federal and State officials, agribusiness executives, producers and consumer representatives addressed U.S. food and fiber production, processing and distribution for domestic and foreign markets.

Although the general sessions were open to coverage by the news media, the 15 different workshop sessions were closed to the press. However, with the help of the USDA information staff, summaries of the workshops were available to the news media at the same time they were presented at the final general session.

Printed copies were distributed to the press covering the conference, and, at the same time, to news media covering USDA in Washington, DC. And, the final summaries were available via the USDA electronic dissemination of information (EDI) service and the USDA ONLINE service (on the Dialcom system).

It took the information crew at St. Louis working most of the night (until 4 a.m.) editing, rewriting, clearing with workshop chairpersons, printing and loading into the EDI system and the Dialcom E-mail system the 15 summary reports and one general summary cover release.

USDA officials who served as "reporters" in each of the workshop sessions, chaired by industry officials, were required to compose their summaries on laptop computers--the first step. Then the summaries were transmitted via Dialcom and Telemail E-mail systems to the temporary "word processing center" at the conference, where the summaries were downloaded onto PC floppy disks and printed out for editing and clearance.

Meanwhile, a copy of each summary also was transferred via Dialcom E-mail to another PC in the press room for use later in downloading into USDA's EDI service on the Martin Marietta Data Systems computer in Orlando, FL, and for mailing electronically to the OI News Division in Washington, DC.

By 4 a.m., in St. Louis, all summaries were loaded into the EDI system for 7:30 a.m. release and 500 copies of each were printed (using two rented copiers) and available to conference participants and the press, also at 7:30 a.m.

At 6:30 a.m. in Washington, D.C., another information crew began downloading the releases from several temporary E-mail boxes on the Dialcom system to several word processors, where by 8:30 a.m. (7:30 a.m. St. Louis time), copies had been printed and made available to the media and to USDA executives and agencies in Washington, DC.

Without the use of laptop computers, desktop PCs, word processors, E-mail, and the EDI system, it would have been impossible to have hundreds of copies of well-edited summaries available to the conferees, news media and the "world" within the 14 hours after the 15 workshops had ended.

It truly was an historic event.

More information about the use of electronics in supporting the conference is available from USDA's director of information, Dave Lane, 202-447-8005, Dialcom E-mail AGR011; OI News Division public affairs specialist, Marci Hilt, 202-447-6445, Dialcom E-mail AGR006; or OI Special Programs Division chief, Stan Prochaska, 202-447-7454, Dialcom E-mail AGR002.





**PUBLIC PERCEPTIONS MUST BE TAKEN INTO ACCOUNT IN MARKETING OF AG PRODUCTS**

Public perceptions are attitudes, often not based on fact and subject to rapid change, as some agricultural commodity groups have learned the hard way.

That bit of advice came from Amy Barr, executive editor-at-large for McCall's magazine, at the opening of the workshop on public perceptions at the USDA-sponsored conference on agricultural product quality and competitiveness. The public perceptions workshop was one of 15 at the St. Louis, MO, conference.

Participants agreed the challenge to producers is to get a perspective on those public attitudes and provide the products which consumers want. The overriding message is self-interest, i.e. the closer a product comes to a personal benefit, the more willing people will be to accept it.

The workshop participants discussed current consumer perceptions and preferences and how to develop or change perceptions to the producer's advantage. Surveys by the Food Marketing Institute, an association of supermarkets accounting for \$180 billion in annual sales, and by national women's magazines, show:

(1) Taste is still the number one priority of food consumers; people will not sacrifice taste for good nutrition.

(2) Convenience, in preparing foods as well as being able to eat on the run, ranked second.

(3) Nutrition/health concerns and food safety, respectively, scored third and fourth in the consumer's eye.

The consumer has to see a personal benefit to what is being promoted in a product or commodity, and the message has to be simple, such as "low-salt" or "low-fat."

Some clear trends in public perception of nutrition and health show:

(1) Concern over fat and cholesterol content of food moved ahead of salt content.

(2) Men are increasingly becoming concerned about being overweight--previously a greater concern of women.

(3) Most consumers--93 percent--said they were concerned about nutrition matters in the FMI survey, and that concern will probably increase as the demographics move toward an older population.

Supermarkets are providing reliable and objective nutrition information in brochures. One group is testing store labels listing levels of nutrients such as fat, cholesterol, fiber and salt. Supermarkets are expected to provide even more consumer services in the future.

Workshop speakers advised producers to take the offensive. If they wait too long, they will find themselves on the defensive.

Valid market research can enable producers to identify current perceptions and promote the positive aspects of their products. Consumers have to perceive value in a product, but their definition of value is always changing.

Food quality is defined in many ways, but one of the most important ways appears to be food safety. One industry official said "quality is negotiable, but food safety is not." Bacterial contamination should be at the top of the list of consumer concerns but often is near the bottom. According to surveys, consumers worry more about pesticide residues, irradiation and nitrates.

Because one of the biggest changes in production may come from biotechnology, how the public perceives it is important, the workshop members agreed. According to a survey by the Congressional Office of Technology Assessment, the more the technology can help individuals, such as delivering new medicines, the more readily they accept it.

(more)





Participants agreed there is no "good food" and no "bad food," but consumers do not always think that way. The consensus was that marketing strategies must be based on the recognition that perceptions are more important than reality.

The Public Perceptions Workshop was chaired by McCall's Barr. USDA contact for the workshop is Ann Chadwick, Director of the Office of Consumer Advisor, 202-382-9281. Summary of the workshop was prepared by Judy McBride, public affairs specialist with USDA's Agricultural Research Service at Beltsville, MD, 202-344-4095, or Dialcom E-mail AGR082.

7/5

## SOCIAL VALUES AND ISSUES ARE CHANGING, HAVE IMPLICATIONS FOR PUBLIC AFFAIRS

Social values and issues are changing and new studies are now available to help public affairs offices track the trends. The studies are being stimulated by the fact that the year 2000 is only a little more than a decade away.

According to the June issue of the SOCIAL SCIENCE MONITOR, a monthly newsletter for public relations executives, seven social issues are becoming more important:

(1) Health -- Americans are achieving a new, healthier lifestyle, with better diet, loss of weight, more exercise, and less smoking and drinking.

(2) Time -- Americans have more money than time and will increasingly be concerned with the use of their time.

(3) Quality Consciousness -- With more money and less time, Americans are going to demand more for their dollars and their attention.

(4) Service -- Americans are shifting from an industrial to a service-oriented society, which has implications for all sectors of the economy.

(5) Adult Orientation -- American products and services will cater increasingly to older populations.

(6) Segmentation -- Americans will be less of a mass market or a mass public than ever before but will be a society segmented, or even fragmented, into many smaller parts.

(7) Individualism -- Americans are developing more individualistic lifestyles, even within the same families.

All of these issues have implications for public information and public affairs professionals. They will be the basis for new successful strategies only by those who take them into consideration now, says SOCIAL SCIENCE MONITOR.

For more information about the studies on which this summary is based, call Communication Research Associates at 301-445-3230.

7/5

## CURRENT TRENDS IN ELECTRONIC MAIL TO BE DISCUSSED AT ANNUAL CONFERENCE

The Electronic Mail Association will present its fifth annual conference on electronic messaging at the Copley Plaza Hotel, Boston, MA, October 24-25.

The president and director of Digital Equipment Corporation, Kenneth Olsen, will provide the keynote address.

He will be followed by the chief executives of four leading service providers and a well-known analyst who will offer "insiders'" views of the electronic mail industry. They are Dialcom Incorporated president John Morris, Western Union president Robert Amman, Telenet Communications Corporation president Paolo Guidi, GE Information Services president Anthony Craig, and International Center for Information Technologies executive director Peter Keen.

(more)



A key issue to be discussed at the conference is the emerging new range of information services products offered by the regional Bell operating companies--notably electronic mail, voice mail and gateway services. Some RBOC electronic mail services will be operational next year, with at least two companies planning to offer Dialcom E-mail as part of their services.

Registration fee for the 2-day conference is \$495 (\$455 if registered by Sept. 12). For more information, call 202-293-7808, or send message to Dialcom E-mail box 63:PRD003.

7/5

#### SATELLITE TV VIEWERS MAY TUNE TO WEEKLY AGRICULTURAL DROUGHT UPDATES

Purdue University is providing a weekly video update for agricultural producers, agribusinesses, marketers, Indiana County Extension Service agents, USDA agencies, and others. This service is part of Purdue's response to the severe drought in Indiana. The program will be transmitted via satellite beginning July 8 from 8 to 9 p.m. (Eastern Standard Time).

Anyone with a satellite C Band receiver can tune to this program on Space-net 1, Transponder 4 (Channel 7) (audio 6.2 and 6.8 MHz). The programs will continue from July 8 through August 19 every Friday evening. These satellite transmissions are videotaped each Friday afternoon when the updates are produced live for the closed circuit Indiana Higher Education Telecommunication System (IHETS). Purdue agricultural specialists use this form of communication to keep Indiana residents aware of conditions and alternatives that may be considered during the drought.

Purdue Agricultural Economists will present their agricultural outlook via satellite on two Thursday evenings--July 14 and August 11. Both of these programs will air from 8 to 10 p.m. EST on Westar 4, Transponder 12 direct (Channel 23) (audio 6.2 and 6.8 MHz). These two live televised programs will include information about drought conditions as well as the regular outlook information.

For further information contact Eldon E. Fredericks, Agricultural Communication Service, Purdue University, at 317-494-8396, or Dialcom E-mail AGS802.

7/6

#### MORE THAN 650 AG COMMUNICATORS ARE MEETING AT WASHINGTON, DC, CONGRESS

The largest gathering of agricultural communicators in history got underway in Washington, DC, Sunday, July 10, when the presidents of the five sponsoring communicator organizations gave reports from the country at the opening session of the second quadrennial U.S. Agricultural Communicators' Congress.

They were followed by reports from three ag journalists from abroad--Australia, Japan and Norway. The latter--Alf Skeppstedt, secretary general of the International Federation of Agricultural Journalists--announced the 1992 quadrennial World Congress of IFAJ will be held in Washington, DC, in conjunction with the third U.S. Ag Communicators' Congress.

(more)





This undoubtedly will be the world's largest conference of those engaged in agricultural communications--and an event which many will be looking forward to, and, of course, for which planning will begin very soon.

By the way, IFAJ will hold its World Congress this year in Australia, Nov. 13-19.

Bob Rupp, of Minnesota, a senior vice president of IFAJ and long-time member and leader of the American Agricultural Editors Association, served as the panel moderator. Rupp noted that the U.S. is the only country with separate organizations to cover various facets of ag communications. IFAJ is the only ag communicators' organization in most other nations.

The five presidents of USACC sponsoring organizations who spoke at the opening session of the 1988 congress were: Joe Marks, Agricultural Communicators in Education (ACE), University of Missouri at Columbia; Earl Ainsworth, American Agricultural Editors Association (AAEA), Farm Journal, Philadelphia, PA; Tom Waldinger, Agricultural Relations Council (ARC), The Fertilizer Institute, Washington, DC; Paul Wesslund, Cooperative Communicators Association (CCA), National Rural Electric Cooperative, Washington, DC; and Dix Harper, National Association of Farm Broadcasters (NAFB), Tobacco Radio Network and WRAL-TV, Raleigh, NC.

The congress got off to a rousing start, with many more newsmakers scheduled for the program for the next three days of the conference.

7/11

#### NATIONAL AG STATISTICS SERVICE CELEBRATES 125 YEARS OF HELPING AGRICULTURE

USDA's National Agricultural Statistics Service celebrated its 125th anniversary of crop and livestock statistics reporting.

NASS has come a long way since the first crop report was issued by USDA on July 13, 1863. In fact, NASS issues about 300 national reports and 9,000 State reports each year, covering more than 150 crops, livestock and poultry items.

NASS also provides information on a host of other items, such as crop values, livestock slaughter, weather-related impacts on crops, and more.

Most of the national reports and many of the state reports are available quickly via USDA's modern electronic dissemination of information (EDI) service and other electronic services, such as USDA ONLINE on the Dialcom system.

For more information on how NASS does its job serving American agriculture, contact the director of the Economics Management Staff information director, Ben Blankenship, Room 228, 1301 New York Avenue, NW, Washington, DC 20005-4789, or call 202-786-1504, or Dialcom AGR078, or Jerry Clampet, executive assistant to the administrator, NASS, Room 4117-S, USDA, Washington, DC 20250, or call 202-447-5141, or Dialcom DAG7720.

7/15

#### CD-ROM ELECTRONIC FORMAT FOR PUBLICATIONS ARRIVES AT CENSUS BUREAU

A recent effort for the U.S. Department of Commerce's Census Bureau represents the first time the U.S. Government Printing Office has provided publications in electronic format to a customer agency.

A CD-ROM (Compact Disc - Read Only Memory) optical disk was used for the effort and includes information distributed to the nearly 1,400 depository libraries throughout the United States.

(more)





The CD-ROM "publication" is being distributed as a part of GPO's information technology program, which was established last year to study the feasibility of distributing Federal Government information in electronic format.

The Census Bureau reports that the CD-ROM technology has made it possible to publish large databases at a fraction of the cost of printed or magnetic tape products.

In a recent letter to Public Printer Kennickell, Congressional Joint Committee on Printing Chairman Frank Annunzio noted that the JCP fully supports efforts by Federal agencies to use modern technology and to issue and distribute government publications in electronic formats.

The letter also notes that "GPO's responsibility to print and disseminate government information, as required by Title 44, United States Code, clearly extends to the production and distribution of government publications in these new formats."

USDA's Office of Information is considering the formation of an interagency task group to plan the beginning of a CD-ROM publishing program, as a "bridge" between the department's online services (EDI and USDA ONLINE) and printed publications.

Land grant universities or State departments of agriculture which may have had experience with CD-ROM or similar electronic publishing are invited to contact Stan Prochaska, chief, Special Programs Division, Office of Information, Room 536-A, USDA, Washington, DC 20250, or Dialcom AGR002.

7/15

## 2ND ANNUAL USER-ORIENTED CD-ROM CONFERENCE TO BE HELD IN CHICAGO IN SEPTEMBER

CD-ROM EXPO '88, the second annual user-oriented CD-ROM conference and exposition is scheduled for September 28-29 at the Hyatt Regency in downtown Chicago, IL.

Last year's conference drew more than 1,500 participants to learn about CD-ROM technology and applications. Sponsors are promising this year's event will be even bigger and better--the "event of the year for information professionals exploring CD-ROM technology."

Registration fee for the 2-day conference and exposition is \$295. Two days of intense hands-on training or a day of in-depth tutorial sessions will precede the conference, September 26-27. Fee for the workshops is \$550 and for the tutorial \$425.

Call 800-225-4698 to register and get answers to your questions. Or write to CD-ROM Expo, P.O. Box 9171, Framingham, MA 01701-9171.

7/15

## USDA AGENCY DEVELOPS AUDIOVISUAL GUIDE ON PESTICIDE TRANSPORTATION

A new safety video guide for farmers transporting pesticides has been released by USDA's Office of Transportation.

Currently, limited educational information is available to farmers on the safe transport of pesticides, yet farmers and commercial applicators carried about 640 million pounds over the nation's roads last year.

(more)



The guide, "Be Prepared--Just in Case," was produced in cooperation with Southern States Cooperative, Richmond, VA.

In 20 minutes, the video guide covers the importance of safe pesticide transportation by farmers; prevention of problems using common sense, caution and safety knowledge; and procedures to follow should a pesticide spill occur.

The video will be used by the U.S. Environmental Protection Agency as part of its pesticide certification program. EPA trains farmers every year through the Cooperative Extension System's educational program for the safe application of pesticides by farmers.

For information and prices on the video, contact Commonwealth Films, 1500 Brook Road, Richmond, VA 23220, or call 804-649-8611, or contact Freeman Buxton, Office of Transportation, USDA, P.O. Box 96575, Washington, DC 20090-6575, or call 202-653-6305.

7/15

#### EXHIBITS SPECIALIST OPENINGS IN USDA'S OFFICE OF INFORMATION DESIGN DIVISION

The Design Division of USDA's Office of Information has two opening for GS-1010-7/9 exhibits specialists to construct and assemble moderately complex exhibits which have two and three dimensional effects and at times complex audio visual products for USDA programs.

Duties would include working from information contained in drawings, scale models, renderings, sketches, notes, standards manuals, and other specifications. Other duties are performance as a carpenter, cabinetmaker, patternmaker, painter, and wood craftsman, as well as installing and dismantling exhibits in Washington, D.C. and in the field.

Requirements include 3 years of general experience and 1 year of specialized experience.

Contact: Laura Farrior, USDA, Office of Personnel, Personnel Operations, Room 27-W, Washington, DC 20250. Telephone is 202-447-5833. Refer to Announcement No. OGPA-88-23.

Closing date is August 27.

7/18

#### USDA'S APHIS INTERNATIONAL PROGRAMS NEEDS PUBLIC AFFAIRS SPECIALIST

USDA's Animal and Plant Health Inspection Service has an opening for an FP-1035-04 (GS-12 equivalent) who must be available for worldwide foreign service assignments.

APHIS' primary mission is to help maintain a plentiful high-quality food supply by preventing and eradicating plant and animal pest/disease outbreaks that reduce America's crop and livestock production. Positions in APHIS' foreign service are assigned duties in foreign countries and serve to further this mission.

Applicants must be U.S. citizens and must have competitive career or career-conditional status in the civil service either by current or previous service.

(more)





Qualifications include ability to work with foreign nationals and to live in a foreign country, and ability to communicate in foreign languages. Applicants will be required to take a foreign language proficiency test, and also be willing to undergo intensive foreign language training prior to or after assignment.

Send applications to: Foreign Programs Support staff, Human Resources Division, 6505 Belcrest Road, Room 205 - Federal Bldg., Hyattsville, MD 20782. Telephone is 301-436-6490. Refer to Announcement No. APHIS 88-11.

Closing date is August 29.

7/18

-----

## ACE PRESENTS ITS MOST PRESTIGIOUS AWARDS FOR 1988 AT NATIONAL CONFERENCE

At its national conference, Agricultural Communicators in Education (ACE), the oldest and largest organization in the United States for agricultural communicators, presented its prestigious Reuben Brigham Award on July 14 to Sonja Hillgren, formerly national farm editor, United Press International, Washington, DC, now with the Knight-Ridder Financial wire.

Named for a former ACE president, it is the highest award ACE gives a non-member, and has been awarded yearly since 1947.

ACE presented a number of awards during this year's national conference, held in Washington, D.C. July 13 and 14 at the J.W. Marriott Hotel.

This year's national conference followed the second quadrennial U.S. Agricultural Communicators Congress, also held at the J.W. Marriott, July 11-13.

The ACE Professional Award was presented to Thomas R. Hargrove, International Rice Research Institute, Philippines.

ACE Pioneer Awards, honoring outstanding communicators under age 36 who demonstrate exceptional leadership and technical skills and make significant contributions to ACE, were presented to Lisa Halvorsen, press editor for the University of Vermont Extension Service and Agricultural Experiment Station; Frances Gould, associate specialist in communications for the Louisiana Cooperative Extension Service; Scott Kelly, graphic designer for the Ohio Cooperative Extension Service; and Evelyn A. Liss, publications specialist with the Oregon State University Agricultural Communications office.

ACE Special Interest Group Awards of Excellence were presented to:

Don M. Springer, professor and chairman of the editorial department in the University of Florida's Institute of Food and Agricultural Sciences--Communications Administration;

Chris Scherer, associate professor and communications specialist, computer operations-marketing, at the University of Illinois, State Water Survey--Computers;

Lynville Jarvis, television specialist for the University of Vermont Extension Service and Agricultural Experiment Station--Electronic Media;

Ashley Wood, manager of the graphics section of the Graphics and Media Center, Institute of Food and Agricultural Sciences, University of Florida--Graphic Design;

Scott Fedale, professor of agricultural information, associate extension professor, and associate agricultural and extension editor for radio/television, University of Idaho (Moscow)--Interactive Video;

Thomas R. Hargrove, editor and head, Communication and Publications Department International Rice Research Institute, the Philippines--International Affairs;

(more)





Patricia Calvert, deputy director, Communication, Information and Technology Staff, Extension Service, USDA, and editor of the agency's nationwide periodical, EXTENSION REVIEW, Washington, D.C.--Publications;

LaRae M. Donnellan, extension associate professor and research editor for the University of Vermont, Office of Information--Research;

James Shaner, instructor in extension education, assistant agricultural editor, Missouri State Extension Information Specialist--Teaching/Training;

Vernon Brazle, extension communication specialist and assistant professor of agricultural communications, Office of Agricultural Communications and extension education, University of Illinois (Urbana)--Visuals; and

Janet Rodekohr, extension editor with the Georgia Extension Service and in charge of the newspaper packet and magazine coverage--Writing.

7/25

## U.S. DEPARTMENT OF INTERIOR IS NOW LOADING PRESS RELEASES INTO EDI SERVICE

On July 14, the U.S. Department of Interior began loading press releases on USDA's Electronic Dissemination of Information (EDI) Service, on Martin Marietta Data Systems.

You can find Interior's information by taking option number four, "SELECTED RETRIEVAL OF REPORTS BY MENU SELECTIONS," on the first menu presented to you after signing on. They are temporarily included at the end of the list of USDA agencies.

Near August 1, when you select option four, you will see a new menu. It will list MMDS/EDI Announcements, the U.S. Department of Agriculture, and the U.S. Department of Interior.

MMDS is sending EDI system subscribers a new users guide explaining the new details. For information, call Millard Bierman, MMDS, at 301-982-6610.

Although the Department of Interior's service is separate from USDA's, the information of one department enhances that released by the other.

Call Interior at 202-343-6416 for information about their service.

For further information on USDA's EDI Service, call Russell Forte at 202-447-5505, or Dialcom E-mailbox AGR205.

7/25

## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

Aug. 3, 10, 17 & 31:

IMPROVING YOUR PUBLIC RELATIONS WORKSHOP

Charlotte, NC; Pittsburgh, PA; Washington, DC; & New Haven, CT -- \$275

Contact: Ragan Communications Workshops, 312-922-8267 or 312-922-0854

Aug. 4-5, 11-12, 18-19 & Sept. 1-2:

ADVANCED WRITING & INTERVIEWING TECHNIQUES WORKSHOP

Charlotte, NC; Pittsburgh, PA; Washington, DC; & New Haven, CT -- \$490

Contact: Ragan Communications Workshops, 312-922-8267 or 312-922-0854

Sept. 19-20:

GOV'T PUBLIC AFFAIRS/INFORMATION PROGRAMS: SUCCESSFUL STRATEGIES & TACTICS,  
or PRACTICAL TECHNIQUES FOR USING RESEARCH IN PUBLIC AFFAIRS & PR

Mayflower Hotel, Washington, D.C. -- \$595 for either seminar



## CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES (Continued)

Sept. 26-29:

2nd ANNUAL CD-ROM CONFERENCE &amp; EXPO '88

Hyatt Regency Hotel, Chicago, Illinois -- \$295 (2-day workshop extra)

Contact: IDG, 1-800-225-4698 or 617-879-0700 ext. 327

Oct. 24-25:

ELECTRONIC MESSAGING '88 ANNUAL CONFERENCE (Electronic Mail Association)

Copley Plaza Hotel, Boston, Massachusetts -- \$495 (\$445 before 9/12)

Contact: EMA, 202-293-7808, or Dialcom E-mail 63:PRD003

Oct. 30 - Nov. 1:

AMERICAN AGRICULTURAL EDITORS' ASSOCIATION (AAEA) Annual Meeting

St. Louis, Missouri

Contact: Paul Weller, AAEA Exec. Sec., 202-785-6710

Oct. 30 - Nov. 2:

COMMUNICATION OFFICERS OF STATE DEPTS. OF AGRICULTURE (COSDA) Annual Conf.

Kansas City, Missouri

Contact: Carole Jordan, Kansas Board of Agriculture, 913-296-3571

Nov. 13-15:

NATIONAL ASSOCIATION OF FARM BROADCASTERS (NAFB) Annual Convention

Kansas City, Missouri

Contact: 913-272-3456

Nov. 13-16:

PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA) Annual Convention

Convention &amp; Exhibition Center, Cincinnati, Ohio

Contact: PRSA, 212-995-2230, 33 Irving Place, New York, NY 10003

Nov. 16-18:

NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS (NAGC) Annual Conference

Rosslyn Westpark Hotel, Arlington, Virginia

Contact: Deborah Trocchi, NAGC Exec. Director, 703-823-4821

Nov. 17-20:

SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ-SDX) Annual Convention

Cincinnati, Ohio

Contact: SPJ-SDX, 312-883-3200

Nov. 30-Dec. 3:

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION (RTNDA) Conference/Exhibition

Las Vegas, Nevada

Contact: RTNDA, 202-659-6510

Feb. 8-10:

AGRICULTURAL RELATIONS COUNCIL ANNUAL MEETING

Westward Look Resort, Tucson, Arizona

Contact: Paul Weller, ARC Exec. Sec., 202-785-6710

